



## Show Build Sequence

here's a step-by-step sequence  
used to create Quickshow

1. start with a NEED / application / business purpose /

what is your best message and how to deliver it for best positive effect

2. Script

the following steps are all  
responsibility of the Quickshow staff

develop a script from an outline of goals.  
The best scripts discard the least important  
information and stick only to the descriptive message

3. record audio and select background music

recording and background music editing is typically done  
by the Quickshow professional recording staff,  
but a local on-air personality voice can be used

4. play audio and note timing of audio to script, prepare timing spreadsheet

5. select customer provided and stock images, start thinking about text

visit client webpage and grab images. local storefront images  
should be provided by the local radio station sales staff

6. build first edit

7. add text and audio, second edit copy submit for approval

8. select or create background panel, show play button

create YouTube video

9. edit xml file for controls and show play location

confirm that user personal information is placed in the correct  
location on the panel and the show plays in the correct location and size

10. Load show and package into messaging group

the following steps are shared responsibility ::

11. distribute to radio station sales staff first. they need to know project status and approve.

12. After initial approval local radio station staff forwards the show to customer